

Applebee's for People with Diabetes - Everything You Need to Know!



Applebee is a surname. Notable people with the surname include:

- [Caroline Maria Applebee](#) (c. 1785–1854), English artist
- [Constance Applebee](#) (1873–1981), US-based English academic athletic director
- [Frank W. Applebee](#) (1902–1988), American painter
- [Kelly Applebee](#) (born 1982), Australian cricketer

See also

- [Applebee's](#), American restaurant company
 - **Applebee's Restaurants LLC.** is an American company that develops, franchises, and operates the **Applebee's Neighborhood Grill + Bar restaurant chain**. The Applebee's concept focuses on [casual dining](#), with mainstream American dishes such as salads, chicken, pasta, burgers, and "[riblets](#)" (which is considered Applebee's signature dish). All Applebee's restaurants feature a bar area and serve alcoholic beverages.
- ☐ **History**

- **1980–2006: Founding and going public**
- The [applebee's for diabetic](#) chain was founded by Bill and T. J. Palmer in 1980. Their vision was "to create a restaurant that had a neighborhood pub feel to it and could offer friendly service along with quality fare at a lower price than most of their competition." The name "Appleby" was their first choice for this concept, but they found that it had already been

registered.^[5] They also considered "Cinnamon's" and "Pepper's" before arriving at Applebee's.^[6] They opened their first location in [Decatur, Georgia](#), at the time named T.J. Applebee's Rx for Edibles & Elixirs. They opened a second location outside of [Atlanta, Georgia](#) a few years later, and sold the company to [W. R. Grace and Company](#) in 1983.^[7] As part of the transaction, Bill Palmer was named president of the Applebee's Division, an indirect subsidiary of W. R. Grace and Company. In that capacity, Palmer guided the operation from its entrepreneurial beginnings to a full-fledged franchise system. He became an Applebee's franchisee in 1985. Bill Palmer died in 2020.

- In 1986, the name of the concept was changed to Applebee's Neighborhood Grill & Bar.^[8] In 1988, Applebee's International, Inc., became the restaurant chain's franchiser when Kansas City franchisees Abe Gustin and John Hamra purchased the rights to the Applebee's concept from W. R. Grace.^[9] In 1989, Applebee's opened their 100th restaurant in Nashville, Tennessee.^[10]
- In the 1990s Applebee's became one of the largest sit-down restaurant chains in the United States,^[11] and it began [trading publicly](#) in November 1991.^[12] In 1998, Applebee's opened its 1000th restaurant.

- **2007–present: Acquisition by IHOP**

- Former headquarters in [Lenexa, Kansas](#) (now called Restaurant Support Center)
- On July 16, 2007, [IHOP Corp.](#) announced that it agreed to buy [applebee's diabetes](#) International for about \$2.1 billion. Applebee's shareholders would receive \$25.50 in cash per share, representing a 4.6% premium to the closing price on July 13, 2007.^[13]
- On November 29, 2007, [IHOP](#) (now DineEquity) announced that it had completed a \$2 billion purchase of the Applebee's chain.^{[13][14]} After the acquisition, IHOP Corp. changed its name to [DineEquity](#), Inc.^[15] With their merger in November 2007, [applebees low carb](#) and IHOP combined to make the largest full-service restaurant company in the world, with more than 3,250 locations.^{[14][16]}
- On September 3, 2015, it was announced that their parent company, [DineEquity](#), would be consolidating its headquarters for Applebee's and IHOP to DineEquity's [Glendale, California](#), location.^[17]
- On August 11, 2017, DineEquity announced that Applebee's would close between 105 and 135 locations by the end of the year. Same-store sales decreased 7% in the previous quarter.^{[18][19]} As of December 31, 2019, there were 1,787 restaurants operating system-wide in the United States and 15 other countries, including 69 that are company owned and 1,718 that are franchised.^[1]

- **Advertising**

- As part of the company's marketing campaign and slogan, [Wanda Sykes](#) was hired to voice the chain's new mascot, the Applebee's Apple.^[20] The character appears in commercials touting [applebee's low carb](#) various specials and stating the new slogan "Together is good" or saying "Get it together, baby!" as the slogan appears at the bottom right of the screen. A new campaign started on February 25, 2008, without Sykes' character (the spokesapple), with the slogan "It's a whole new neighborhood." The commercials used both the original and new logos.^[citation needed] In 2009 Applebee's changed its slogan again to "There's no place like the neighborhood."

- From 2012 to 2016 Applebee's aired an advertising campaign focusing on fresh ingredients and new dishes, narrated by [Jason Sudeikis](#), featuring the slogan "See you tomorrow."^[21]
- In late September 2017 Applebee's brought back its most famous slogan from the early-to-mid 2000s, "Eatin' Good in the Neighborhood." They also engaged in an alcohol-based advertising campaign to attract new customers by having a "drink of the month" at a reduced price.^[22] In 2019, Applebee's advertising fees accounted for 165.5 million U.S. dollars.
- In October 2017 Applebee's added the 'Dollarita' to their menu, which Steve Joyce, CEO of parent company Dine Brands, has claimed to be a major change for Applebee's. "Dollarita turned everything around," he said. "It was a 13-point swing between September and October in Applebee's performance." After introducing the dollar drink deal Applebee's has had four consecutive quarters of growth after struggling to grow sales.^[23] Unfortunately, the global pandemic has now pulled the Dollarita from many [applebees for diabetic](#) menus, and its reappearance is often brief and seasonal, if it occurs at all. However, it has been replaced by select \$5 cocktails that are updated each month, such as the "Smoocho Mucho Sips" (February 2022^[24]) and the "Sleigh Bell Sips" (November 2021^[25]).

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